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EXAMINER

PILLAI, NAMITHA

ART UNIT PAPER NUMBER

2173

DATE MAILED: 06/24/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/713,843

Applicant(s)

BERG ET AL.

Examiner

Namitha Pillai

Art Unit

2173

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 15 April 2005.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-49 and 51-59 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-49 and 51-59 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- ☐ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.
- ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date _____.
- ☐ Notice of Informal Patent Application (PTO-152)
- ☐ Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 112

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

1. Claim 16 is rejected for reciting the limitation "a bounded subfield area" in referring to the map area. There is insufficient antecedent basis for this limitation in the claims. In claim 7, there is a reference to a bounded subfield area and it is not clear whether this bounded subfield area is referring to that from claim 7 or another bounded subfield area.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1-6, 34-45 and 49-59 are rejected under 35 U.S.C. 102(e) as being clearly anticipated by U. S. Patent No. 6, 583, 794 B1 (Wattenberg).

Referring to claim 1, Wattenberg discloses methods for processing user criteria to retrieve a portion of data and display it to the user (column 2, lines 37-39). Wattenberg discloses executing a host process that receives user input that specifies a subset of data with respect to multiple data criteria (column 16, lines 16-65), wherein in addition to the legend data of Figure 9, Wattenberg discloses allowing users to input data requiring accessing of host information for

Art Unit: 2173

company data on an online database as per the examples disclosed. Wattenberg also has means for retrieving the data subset from the data and executing a display process (column 2, lines 49-51) for displaying the data in a map format, such that the data is defined by a two-dimensional field array of information, wherein the field array of the display is divided into a plurality of two-dimensional bounded field areas, each of which has a display area that is indicative of a first data criteria of the data subset, and wherein the area of each bounded field area is further divided into subfield areas, each of which has an area that is indicative of a second data criteria of the data subset (Figure 2A). Wattenberg also discloses displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor over a boundary of the bounded subfield area to show data relating to the bounded subfield area (column 9, lines 8-11) and displaying a menu window adjacent to the bounded subfield area in response to a mouse click on the bounded subfield area such that the menu window shows information relating to the bounded subfield area data subset and can receive user criteria from the user to change an attribute with which the bounded subfield area is associated and reconfigure the display window in accordance with the changed attribute (column 16, lines 16-35).

Referring to claim 2, Wattenberg discloses a menu array window specifying information relating to the bounded subfield area (reference number 204, Figure 2B).

Referring to claim 3, Wattenberg discloses that the subfield detail window, shown as the pop-up window remains in display as long as display cursor is located over the subfield area (column 9, lines 8-20), wherein the pop-window remains displayed until the mouse is moved away from the current item.

Referring to claim 4, Wattenberg discloses that the menu array window includes one or more hyperlinks for an offering represented by the bounded sublevel area (reference number 210, Figure 2B), wherein these items on the menu represent hyperlinks to further information about an item.

Referring to claim 5, Wattenberg discloses that each subfield area includes an attribute that is indicative of a third data criteria of the data subset (column 3, lines 37-40).

Referring to claim 6, Wattenberg discloses that the attribute of the subfield display areas is screen color that indicates the magnitude of the third data criteria (column 3, lines 37-40).

Referring to claim 34, Wattenberg discloses a method of processing user criteria to retrieve a portion of data and display it to the user (column 1, lines 5-8). Wattenberg discloses executing a host process for receiving user criteria that specifies a subset of the data with respect to multiple data criteria (column 3, lines 21-32 and column 16, lines 16-65), wherein in addition to the legend data of Figure 9, Wattenberg discloses allowing users to input data requiring accessing of host information for company data on an online database as per the examples disclosed.

Wattenberg discloses retrieving the data subset from the data and executing a display process (column 2, lines 49-51) for displaying the data subset in a display defined by a two-dimensional field array of information, wherein the field array of the display is divided into a plurality of two-dimensional bounded field areas each of which has a display area that is indicative of a first data criteria of the data subset and wherein the area of each bounded field area is further divided into two-dimensional subfield areas, each of which has an area that is indicative of a second data criteria of the data subset (Figures 3 and 4). Wattenberg discloses displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor over a

Art Unit: 2173

boundary of the bounded subfield area to show data relating to the bounded subfield area and displaying a menu window adjacent to the bounded subfield area in response to a mouse click on the bounded subfield area such that the menu window shows information relating to the bounded subfield area data subset (column 9, lines 7-31). Wattenberg discloses receiving user criteria from the user to specify changed second data criteria relating to an attribute with which the bounded subfield area is associated and changing one of the displayed subfield areas according to the received user criteria (column 16, lines 16-35).

Referring to claim 35, Wattenberg discloses changing a data grouping of the data elements in accordance with the changed second data criteria (column 3, lines 25-32).

Referring to claims 36, 41 and 53, Wattenberg discloses that the received user criteria changes the display dimensions of the changed displayed subfield area in accordance with the changed second data criteria (column 3, lines 25-32).

Referring to claims 37, 42 and 54, Wattenberg discloses that the received user criteria changes the display color of the changed displayed subfield area in accordance with the changed second data criteria. (column 16, lines 18-21).

Referring to claims 38, 43 and 55, Wattenberg discloses that the received user criteria applies a filter that changes the data elements that comprise the displayed subfield area according to the changed second data criteria (column 3, lines 25-26).

Referring to claim 39, Wattenberg discloses a computer device that displays information related to plural data elements (Figure 2). Wattenberg discloses a display screen on which the device displays one or more two-dimensional bounded field areas, each bounded field area corresponding to a display area that is indicative of a first data criteria of a subset of the data

Art Unit: 2173

elements, and each bounded field area is divided into one or more bounded subfield areas, the area of each bounded subfield area corresponding to and indicative of a second data criteria of the data subset, wherein the second data criteria is indicative of a data grouping of the data subset of the data elements (Figures 2B and 3). Wattenberg discloses host processing means for receiving the data criteria (column 16, lines 16-65), wherein in addition to the legend data of Figure 9, Wattenberg discloses allowing users to input data requiring accessing of host information for company data on an online database as per the examples disclosed. Wattenberg discloses input means for receiving user criteria from the user to specify changed second data criteria relating to an attribute with which the bounded subfield area is associated and a display process means (column 2, lines 49-51) for changing one of the displayed subfield areas according to the received user criteria (column 16, lines 16-35).

Referring to claim 40, Wattenberg discloses a user input to which the device responds by changing the data grouping of the data subset in accordance with the changed second data criteria (column 16, lines 18-21).

Referring to claim 44, Wattenberg discloses displaying descriptive information regarding a field area such that the descriptive information is displayed in an area proximal to the field area (Figure 2B).

Referring to claims 45 and 56, Wattenberg discloses displaying a descriptive information window in an area proximal to a field area such that the descriptive information window includes descriptive information regarding the field area (Figure 2B).

Referring to claim 49, Wattenberg discloses a method of processing user data search criteria to retrieve data from a database for computer display (column 1, lines 6-9). Wattenberg

Art Unit: 2173

discloses executing a host process for receiving data search criteria entered by a user into a search criteria window of the computer display (Figure 9). Wattenberg discloses receiving a user input to begin retrieval of data elements that match the data search criteria (column 16, lines 25-28) and executing a display process (column 2, lines 49-51) providing a display of the retrieved data elements in a computer display window comprising a tree map display wherein the tree map display comprises a display area that includes one or more two-dimensional bounded field areas, each bounded field area corresponding to a display area that is indicative of a first data criteria of a subset of the data elements and each bounded field area is divided into one or more bounded subfield areas (Figure 2A), the area of each bounded subfield area corresponding to and indicative of a second data criteria of the data subset (Figure 3). Wattenberg further discloses receiving user criteria from the user to specify a changed attribute with which the bounded subfield area is associated and reconfiguring one of the displayed subfield areas according to the received user criteria (column 16, lines 16-35).

Referring to claim 51, Wattenberg discloses receiving user criteria from the user to specify changed second data criteria relating to the bounded subfield area and changing one of the displayed subfield areas according to the received user criteria. (column 16, lines 16-35).

Referring to claim 52, Wattenberg discloses user input that initiates changing the data grouping of the data subset in accordance with the changed second data criteria (column 3, lines 21-26).

Referring to claim 57-59, Wattenberg discloses that the changed attribute comprises size, grouping and color (column 3, lines 21-37).

Claim Rejections - 35 USC § 103

Art Unit: 2173

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 7-31 and 46-48 are rejected under 35 U.S.C. 103(a) as being unpatentable over Wattenberg and U. S. Patent No. 5, 960, 411 (Hartman et al.), herein referred to as Hartman.

Referring to claim 7, Wattenberg discloses presenting information regarding plural products on the screen for perusal and selection by a user (column 2, lines 60-67). Wattenberg discloses executing a host process that receives user input that specifies a subset of data with respect to multiple data criteria (column 16, lines 16-65), wherein in addition to the legend data of Figure 9, Wattenberg discloses allowing users to input data requiring accessing of host information for company data on an online database as per the examples disclosed. Wattenberg discloses executing a display process (column 2, lines 49-51) for displaying a page with product review information, the product review page comprising one or more two-dimensional, bounded field areas, each bounded field area corresponding to a particular product category, the product information displayed in a map format (Figure 2A). The one or more bounded field areas is divided into plural bounded subfield area, each of the bounded subfield areas corresponding to and representing a product, and wherein each bounded subfield area has a first attribute that is indicative of a first characteristic of the corresponding product (column 3, lines 7-11 and lines 36-39). Wattenberg discloses receiving user criteria from the user to specify a changed attribute with which a bounded subfield area is associated and reconfiguring the displayed subfield area according to the received user criteria (column 16, lines 16-35). Wattenberg discloses a menu

Art Unit: 2173

window on the display screen (reference number 204, Figure 2B) but does not explicitly disclose that it provides the user with the ability to insert any product corresponding to a subfield area into an electronic shopping cart. Wattenberg also does not disclose an order button through which the data elements, which the user wishes to purchase, are accepted by the user for purchasing. Hartman discloses a web based purchasing system, that provides the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase (reference number 102 and 103, Figure 1A and column 4, lines 5-25). It would have been obvious for one skilled in the art at the time of the invention to learn from Hartman to provide the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase. Wattenberg's invention clearly configuring the computer interface for making Internet purchases of products through such sites as amazon.com (column 16, lines 53-58). Hartman clearly is such a site, as one referred to by Wattenberg wherein products are purchased with shopping carts on the Internet and final purchases being made with one single action button. Hence, with the implementation of such an e-commerce website and even further the disclosure of the use of shopping carts by Wattenberg (column 17, lines 13-25), it clearly would have been obvious for Wattenberg to learn from Hartman to allow the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase.

Referring to claim 8, Wattenberg discloses that all of the bounded field areas and subfield areas of the product review page are simultaneously contained within a single viewable region of the computer display screen (Figure 2A).

Art Unit: 2173

Referring to claims 9, 21 and 31, Wattenberg discloses that the first attribute of the bounded subfield area comprises a two-dimensional size of the bounded subfield area (column 3, lines 36-39).

Referring to claims 10, 22 and 33, Wattenberg discloses that the attribute of the subfield display areas is screen color that indicates the magnitude of the third data criteria (column 3, lines 37-40).

Referring to claims 11, 20 and 32, Wattenberg discloses the bounded subfield area has a second attribute that is indicative of a characteristic of the corresponding product (column 3, lines 36-39).

Referring to claim 12, Wattenberg discloses that the first attribute of the bounded subfield areas comprises the size of the bounded subfield area and the second attribute of the bounded subfield area comprises the color of the bounded subfield area (column 3, lines 36-39).

Referring to claim 13, Wattenberg discloses that the subfield area that represent a particular product having a first characteristic are grouped together with subfield areas that represent products that have a characteristic similar to the first characteristic (column 3, lines 1-4).

Referring to claim 14, Wattenberg discloses that the first visible attribute of the subfield areas is indicative of the price of the corresponding product (column 10, lines 7-11).

Referring to claim 15, Wattenberg discloses displaying a field detail window adjacent to one of the bounded subfield areas in response to moving a display cursor over a boundary of the bounded subfield areas to show a data relating to the product corresponding to the bounded subfield area (column 9, lines 8-11).

Referring to claims 16 and 30, Wattenberg discloses a menu box adjacent to the bounded subfield area in response to a mouse click on the bounded subfield area and the menu box includes menu items that may be selected for accessing information related to one or more products (column 9, lines 14-17).

Referring to claim 17, Wattenberg and Hartman disclose displaying products for an e-commerce system where consumers can compare all the available offering of the product (Hartman, column 16, lines 53-56). Coffee products would be included in these products, and wherein coffee type would be an attribute through which the coffee products would be grouped. It would have been obvious at the time of the invention for Wattenberg and Hartman to include coffee products and display a map of coffee products to the user. Wattenberg does disclose displaying products of all kinds, which would include coffee products.

Referring to claims 18 and 25, Wattenberg discloses that the first attribute of each subfield area is the two-dimensional screen size of the subfield area and wherein the two dimensional size of each subfield area is indicative of a purchase price of the product represented by the subfield area (column 17, lines 32-34).

Referring to claim 19, Wattenberg discloses means for displaying information on a computer display for perusal and selection by a user, the information being related to plural data elements, each data element belonging to a data category and being defined by one or more dimensions of a given magnitude (column 2, lines 60-67 and Figure 2A). Wattenberg discloses host processing means that receives user input that specifies a subset of data with respect to multiple data criteria (column 16, lines 16-65), wherein in addition to the legend data of Figure 9, Wattenberg discloses allowing users to input data requiring accessing of host information for

Art Unit: 2173

company data on an online database as per the examples disclosed. Wattenberg discloses display process means for displaying the data subset (column 2, lines 49-51). Wattenberg also has means for retrieving the data subset from the data and displaying the data in a map format, such that the data is defined by a two-dimensional field array of information, wherein the field array of the display is divided into a plurality of two-dimensional bounded field areas, each of which has a display area that is indicative of a first data criteria of the data subset, and wherein the area of each bounded field area is further divided into subfield areas, each of which has an area that is indicative of a second data criteria of the data subset (Figure 2A and column 3, lines 1-5).

Wattenberg discloses that all of the bounded subfield areas and subfield areas of the product review page are simultaneously contained within a single viewable region of the computer display screen (Figure 2A). Wattenberg also discloses displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor over a boundary of the bounded subfield area to show data relating to the bounded subfield area (column 9, lines 8-14) and displaying a menu window adjacent to the bounded subfield area in response to a mouse click on the bounded subfield area such that the menu window shows information relating to the bounded subfield area data subset and can receive user criteria from the user to specify additional information relating to the bounded subfield area (column 9, lines 14-20 and lines 29-34).

Wattenberg discloses that the device receives user criteria from the user to specify changed data criteria relating to an attribute with which a bounded subfield area is associated and changes the displayed subfield area according to the received user criteria (column 16, lines 16-35).

Wattenberg discloses a menu window on the display screen (reference number 204, Figure 2B) but does not explicitly disclose that it provides the user with the ability to insert any product

Art Unit: 2173

corresponding to a subfield area into an electronic shopping cart. Wattenberg also does not disclose an order button through which the data elements, which the user wishes to purchase, are accepted by the user for purchasing. Hartman discloses a web based purchasing system, that provides the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase (reference number 102 and 103, Figure 1A and column 4, lines 5-25). It would have been obvious for one skilled in the art at the time of the invention to learn from Hartman to provide the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase. Wattenberg's invention clearly configuring the computer interface for making Internet purchases of products through such sites as amazon.com (column 16, lines 53-58). Hartman clearly is such a site, as one referred to by Wattenberg wherein products are purchased with shopping carts on the Internet and final purchases being made with one single action button. Hence, with the implementation of such an e-commerce website and even further the disclosure of the use of shopping carts by Wattenberg (column 17, lines 13-25), it clearly would have been obvious for Wattenberg to learn from Hartman to allow the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase.

Referring to claim 23, Wattenberg discloses that the data elements are descriptive of products that are available for purchase (column 16, lines 53-56).

Referring to claim 24, Wattenberg discloses that the data elements of this system are stored in a data store that is local to the computer device (Figures 1a and 1b and column 8, lines 5-25).

Referring to claim 26, Wattenberg discloses a menu array window that provides options to accept criteria by which the user can cause the computer to revise the attributes of the bounded subfield to be indicative of a different set of dimensions of the subfields within a particular data category (column 9, lines 30-40).

Referring to claim 27, Wattenberg discloses that a menu array window provides the option to accept criteria by which the user can cause the computer to display only data elements having a dimension within a given value range (column 9, lines 41-43).

Referring to claim 28, Wattenberg and Hartman disclose that the data elements describe products that are available for purchase and wherein the button item allows the user to initiate a purchase transaction with respect to any data elements in the shopping cart (Hartman, column 4, lines 5-30 and Figure 1A).

Referring to claim 29, Wattenberg discloses methods for processing user criteria to retrieve a portion of data and display it to the user (column 2, lines 37-39). Wattenberg discloses accepting user criteria for obtaining a subset of data related to products that are available for purchase through a host process (column 16, lines 52-60). Wattenberg discloses receiving user input that specifies a subset of data with respect to multiple data criteria (Figure 9 and column 16, lines 16-18). Wattenberg discloses displaying a page with product review information, the product review page comprising one or more two-dimensional, bounded field areas, each bounded field area corresponding to a particular product category, the product information displayed in a tree map format through a display process (Figure 2A and column 2, lines 49-51). The one or more bounded field areas is divided into plural bounded subfield area, each of the bounded subfield areas corresponding to and representing a product, and wherein each bounded

Art Unit: 2173

subfield area has a first attribute that is indicative of a first characteristic of the corresponding product (Figure 2A and column 3, lines 36-39). Wattenberg discloses that all of the bounded subfield areas and subfield areas of the product review page are simultaneously contained within a single viewable region of the computer display screen (Figure 2A). Wattenberg discloses that the device receives user criteria from the user to specify changed data criteria relating to an attribute with which a bounded subfield area is associated and changes the displayed subfield area according to the received user criteria (column 16, lines 16-35). Wattenberg discloses a menu window on the display screen (reference number 204, Figure 2B) but does not explicitly disclose that it provides the user with the ability to insert any product corresponding to a subfield area into an electronic shopping cart. Wattenberg also does not disclose an order button through which the data elements, which the user wishes to purchase, are accepted by the user for purchasing. Hartman discloses a web based purchasing system, that provides the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase (reference number 102 and 103, Figure 1A and column 4, lines 5-25). It would have been obvious for one skilled in the art at the time of the invention to learn from Hartman to provide the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase. Wattenberg's invention clearly configuring the computer interface for making Internet purchases of products through such sites as amazon.com (column 16, lines 53-58). Hartman clearly is such a site, as one referred to by Wattenberg wherein products are purchased with shopping carts on the Internet and final purchases being made with one single action button. Hence, with the implementation of such an e-commerce website and even further

Art Unit: 2173

the disclosure of the use of shopping carts by Wattenberg (column 17, lines 13-25), it clearly would have been obvious for Wattenberg to learn from Hartman to allow the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase.

Referring to claims 46-48, Wattenberg discloses displaying a descriptive information window in an area proximal to a field area such that the descriptive information window includes descriptive information regarding the field area (Figure 2B).

Response to Claim Changes

4. The Examiner acknowledges Applicant's amendments to claims 1, 7, 19, 29, 34, 39 and 49 to better specify the present invention and the cancellation of claim 50. However all claims are rejected as being previously disclosed in prior art.

Response to Claim Arguments

5. Applicant's arguments filed 4/15/05 have been fully considered but they are not persuasive.

With respect to Applicant's arguments that Wattenberg does not disclose changing the attributes with which the tree map display is associated. Wattenberg has clearly noted that various attributes are associated with the tree maps, wherein further stating that tree may is changed based on these attributes (column 6, lines 15-25 and column 9, lines 29-42).

With respect to Applicant's arguments that Wattenberg does not disclose displaying through processes such as a host process and display process means. Wattenberg clearly gives examples wherein a host processing is used to access data is found in web sites (column 16, lines 53-61). Wattenberg further discloses a display processing means, wherein any system that must

Art Unit: 2173

display a user interface will clearly have a display processing means, wherein Wattenberg has also disclosed the use of display processing means for displaying data (column 2, lines 50-57).

Conclusion

6. Responses to this action should be mailed to: Commissioner of Patents and Trademarks, Washington D.C. 20231. If applicant desires to fax a response, central FAX number (703) 872-9306 may be used. NOTE: A Request for Continuation (Rule 60 or 62) cannot be faxed.

Please label "PROPOSED" or "DRAFT" for informal facsimile communications. For after final responses, please label "AFTER FINAL" or "EXPEDITED PROCEDURE" on the document. Hand-delivered responses should be brought to Crystal Park II, 2121 Crystal Drive, Arlington, VA., Sixth Floor (Receptionist).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Namitha Pillai whose telephone number is (571) 272-4054. The examiner can normally be reached on 8:30 AM - 5:30 PM.

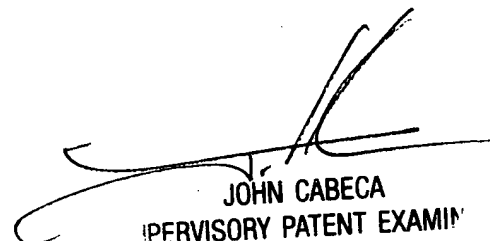
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Cabeca can be reached on (571) 272-4048.

All Internet e-mail communications will be made of record in the application file. PTO employees do not engage in Internet communications where there exists a possibility that sensitive information could be identified or exchanged unless the record includes a properly signed express waiver of the confidentiality requirements of 35 U.S.C. 122. This is more clearly set forth in the Interim Internet Usage Policy published in the Official Gazette of the Patent and Trademark on February 25, 1997 at 1195 OG 89.

Art Unit: 2173

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (703) 305-3800.

Namitha Pillai
Assistant Examiner
Art Unit 2173
February 18, 2004



JOHN CABECA
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 21